

NIELSEN SHARE PERFORMANCE (%) DIFF

	1994 Q4	1994 MTH	M-1	M-2	4WM	WEEK	WAGO	
MARLBORO	28.6	26.9	30.0	29.1	29.1	30.2	31.0	0.6
CSTORES			32.5	31.6	31.6	32.6	33.5	0.6
OPB	9.0	8.9	9.0	8.9	8.8	9.0	8.9	-0.1
BASIC	4.6	4.5	4.5	4.5	4.5	4.5	4.5	0.1
BASIC SOC			14.9	14.5	14.6	15.0	15.5	0.5
C-STORE SOC			15.2	14.6	14.9	15.3	15.8	0.8
PM DISCOUNT	8.6	9.2	8.0	8.0	8.2	8.0	7.9	0.0
CSTORES			7.8	8.0	8.1	7.9	7.8	0.0
PM USA TOT	46.2	46.4	46.9	46.0	46.1	47.1	47.9	0.5
CSTORES			48.0	47.1	47.6	48.1	49.0	0.8

CAMEL			4.4	4.4	4.4	4.3	4.4	0.0
WINSTON			6.0	6.1	6.1	5.8	5.8	0.0
DORAL			4.8	5.2	5.1	4.7	4.6	-0.1
RJR DISCOUNT	11.9	11.4	11.5	12.2	12.3	11.4	11.0	-0.3
RJR TOT	28.9	28.3	27.7	28.7	28.8	27.5	27.2	0.0

KOOL			3.2	3.1	3.1	3.2	3.1	0.0
GPC			5.1	5.0	4.9	5.1	5.0	-0.1
B&W DISCOUNT			6.1	6.0	6.0	6.1	6.0	-0.1
B&W TOT	10.3	10.2	10.3	10.2	10.2	10.3	10.1	-0.2

MONTCLAIR			1.4	1.4	1.4	1.4	1.3	0.0
AMER. DISCOUNT			3.4	3.4	3.2	3.4	3.3	-0.2
AMER. TOT			6.5	6.4	6.2	6.5	6.3	-0.2

NEWPORT			4.1	4.1	4.0	4.1	4.3	0.2
LORILLARD			6.8	6.8	6.7	6.8	6.8	0.1
LIGGETT			1.7	1.8	1.9	1.7	1.6	-0.1

TOT DISCOUNT	31.5	30.5	30.1	30.7	30.9	30.0	29.3	-0.4
C-STORE DISC			31.2	31.7	31.8	31.2	31.1	-1.2
PM SOC			25.2	24.5	25.2	25.3	25.9	1.0
RJR SOC			36.8	38.6	38.6	36.6	37.6	0.6
B&W SOC			21.6	20.6	20.5	21.7	21.8	0.6
AMER. SOC			11.8	11.4	10.2	11.9	11.9	0.6

Source: Nielsen 12/31/94